

# Develop Awareness

## Public Awareness

### Mission

Enhance understanding that: Healthy Children = Healthy Communities = Healthy State

### Assessment Tool Purpose

To provide tools and resources to help increase awareness regarding issues that affect the well-being of families and children in communities. One of the best ways to increase awareness about your organization or issue is to utilize the media (newspapers, television and radio stations). The media is willing to work with local organizations, but is most responsive if you are well prepared and have developed positive relationships with them.

### Awareness Action Plan

Answer the following questions to begin developing an **Awareness Action Plan** for your organization. These questions also help you develop a clearer understanding of your organization.

1. What is the specific mission of your organization? *Keep it narrow and focused:*

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2. Who is your target audience? (e.g. General public, youth, businesses, legislators, etc.) *List them:*

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3. What 2-3 issues are the most important for your organization to focus their time and resources on to increase public awareness? *List them:*

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4. Do you have any local, state or national data that supports the claim that these are issues in your community? *If yes, list sources of data:*

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5. Does your organization have a budget for a public awareness campaign? *If yes, how much?*

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6. Does your organization have a national or state affiliation with prepared resources? (e.g. public service announcements, videos, press releases, etc.) *If so, list them:*

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7. Does your organization have partners or supporters that can help get your message out? (e.g. Chambers of Commerce, hospitals, service clubs, schools, law enforcement, etc.) *If so, list them:*

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## Media Action Plan

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Once you have answered the questions in the previous section, you are ready to develop a Media Action Plan. Building a great **Media Action Plan** includes the following:

1. Meet and greet your local editors, radio and television station managers, including those from your weekly newspapers.
2. Take the newspaper Assignment Editor (and their counterpart at the radio and television stations) out to lunch and discuss the issues your organization identified as important.
3. Have the Publisher of the newspaper and Station Managers involved. They care about their communities and you can give them tangible reasons to get involved.
4. When hosting or advertising events, think about what constitutes a great photo opportunity for your program and partners.
5. Key supporters and staff should write letters to the editor. Provide the facts and an emotional connection for them.
6. Most TV stations have public service programs, ask to be a guest on the program to explain your cause or to inform them about an event.
7. Offer to meet with the Editorial Board of the local newspaper and discuss your organizations important issues.
8. A new press release should be developed each time you have new information.
9. Provide the media with follow-up information about your successes. (events, people, photos, etc.) Use the local “Cheers and Jeers, Thumbs Up, Pats on the Back, etc. to promote your successes.
10. Partners with other organizations that hold regular community events. Sharing resources, personnel, and costs with other organizations is a good idea.

11. If your community has local celebrities or prominent leaders that the media will listen to or cover—get them involved.
12. Publicly recognize your helpers and supporters.
13. Plan events that include good visuals. Talking heads don't attract media attention. But, people "doing things" are a good draw for the media.
14. Contact people and other organizations in your community that publish newsletters and ask them to include information regarding your organization. (e.g. Churches, service clubs, schools and daycare facilities)
15. Contact people in your community that could put up messages on their readerboards. (e.g. Banks, Businesses and Schools)

## Press Release Template

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Use the following format to help develop press releases to create or increase awareness for issues that affect children and families. You will have greater success if you don't expect the newspaper, radio or television station staff to write up the information. Editors and reporters are swamped. Make it easy on them and they are more likely to use it.

Before drafting the press release fill in the blanks so you have the details to develop an interesting and factual press release:

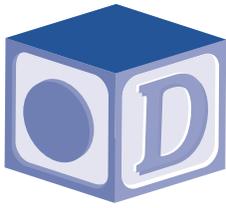
- **Who** (contact names, phone numbers, email addresses for the organization and/or partners): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- **What** (what is the issue, data and/or event): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- **When** (include date, time, location): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- **Why** (why is this news worthy): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- **How** (how will this affect local families and children or how will the event take place):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Whenever possible, find real people and use their experience to tell the story. Always prepare them and provide them with the information they may need to answer questions the media may ask.

## **Rules for Writing Press Releases**

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- Use Organization/Agency letterhead for press releases (if applicable).
- Margins should be at least 1 inch on all sides and the text should be double-spaced.
- Use an easy to read font style.
- Include a preferred release date (e.g. For Immediate Release, For Release on \_\_\_\_\_(date)).
- Include a contact person's name, title and phone number or email if submitting electronically.
- Include a catchy title or heading.
- Try to keep the press release to one page, but if it's longer make sure the pages are numbered.
- At the end of the press release type ### in the center of the last page to signal that the press release is finished.
- Have someone unfamiliar with the issue proofread your press release to make sure it's interesting and it contains the right content before sending it out.



## Press Release Template

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The Idaho Press Club Media Directory at the end of this section or you can download it at [www.idahopressclub.org](http://www.idahopressclub.org)

Date for release \_\_\_\_\_

Contact Person and their title \_\_\_\_\_

Phone and email if applicable \_\_\_\_\_

Catchy title or heading for the story \_\_\_\_\_

(City where the news is taking place) ( \_\_\_\_\_ ) The \_\_\_\_\_ (who) of (name of the city the organization resides) \_\_\_\_\_ will \_\_\_\_\_ (what) at \_\_\_\_\_ (when/time a.m. or p.m.) on \_\_\_\_\_ (when/date) at \_\_\_\_\_ (where).

This event will be held because (or this issue is important because) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (why).

To (attend, get involved or get more information \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (how).

An interesting facet of this event is (or, An interesting fact related to this issue is) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ .

Background about your event or organization \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ .

Anything else of interest to the public \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ .

For more information about this event (or issue) call \_\_\_\_\_

at \_\_\_\_\_ .

## Press Release Example

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For Immediate Release

Contact Person & Title:

Phone:

Email: (if applicable)

### **3<sup>rd</sup> Annual Governor’s Regional Roundtables For Families and Children Building Community Partnerships Across the State Hosted By Idaho’s First Lady Patricia Kempthorne**

(Boise, ID) At the first two Governor’s Roundtables for Families and Children, family and children’s advocates spoke—and the Governor listened and responded to their recommendations to utilize the expertise and resources represented at the local level. Governor Dirk Kempthorne is excited about the momentum he sees building across the state in both large and small communities. “As a result of the efforts of past participants in these Roundtables, an environment of cooperation and collaboration has been building at the state and local level. This environment must be sustained and enhanced because our children and their families are the beneficiaries. People are getting involved in their communities and it is our job to affirm, support and enhance these efforts at every level.”

This year, the 3<sup>rd</sup> Annual Governor’s Roundtable for Families and Children will reach out to advocates in their region of the state. Hosting the Regional Roundtables are First Lady Patricia Kempthorne and Dr. Jerome Hirschfeld, Administrator of St. Luke’s Children’s Hospital. Mrs. Kempthorne stated, “We decided to bring the Governor’s Roundtables to the regions because it is closer to where families and children are connected and supported. We know of hundreds of programs serving families and children, but their champions are often so busy they aren’t able to attend an event outside their region. We believe this the best way to acknowledge them and help to build and sustain their community partnerships. It makes it easier to attend by bringing the Roundtable to them.”

Regional Roundtable dates, venues and cities include:

May 7	Red Lion Inn	Lewiston
May 9	Selkirk Lodge	Sandpoint
May 14	West Coast Event Center	Idaho Falls
May 15	West Coast Event Center	Twin Falls
May 20	Nampa Civic Center	Nampa
May 22	Vendome Community Center	Weiser

Participants in the 3<sup>rd</sup> Annual Roundtables will learn the value of “Building Community Partnerships”, which is the theme for the one day conference. Hundreds of invitations have been sent and attendance is estimated at approximately 200 per venue.

Local and state organizations will highlight their efforts by displaying their “Best Practices” at the Regional Roundtables. These organizations were chosen for their efforts to improve the lives of children and their families.

Participants will be able to walk away with community partnership building tools, new resources, new partners, and information about funding resources. To register for the Regional Roundtable in your area contact Deb Meyer, Idaho Department of Health and Welfare, at (208) 334-0695. Registration is \$15 to cover the cost of lunch and materials. Scholarships are available to those in need.

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## **Website Access to Press Releases**

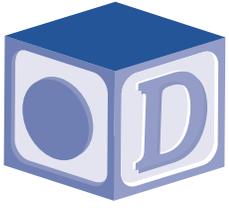
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The following are three samples of the thousands of websites that contain press releases that focus on family and children’s issues. Tailoring a press release to fit a local community is done regularly, but you must give the credit for writing it to the organization that developed the press release.

The Centers for Disease Control and Prevention website contains press releases on every health topic. <http://www.cdc.gov/od/oc/media/>

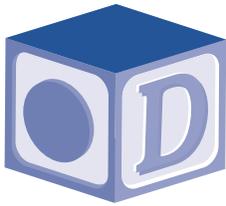
The American Academy of Pediatrics website contains press releases on every health and safety topic children are faced with. <http://www.aap.org/advocacy/archives/archive.htm>

The National Association for the Education of Young Children website contains topics pertinent to families of young children. <http://www.naeyc.org/resources/eyly/default.asp>



## *Notes*

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## 2001 Idaho Media Guide

*The 2001 Idaho Media Guide is provided compliments of Qwest and the Idaho Press Club.*

For a complete version of this press guide online, visit: [www.idahopressclub.org/MGuide/index.htm](http://www.idahopressclub.org/MGuide/index.htm)

For additional information on Qwest visit their Internet homepage: [www.qwest.com](http://www.qwest.com)

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President: Helen McMullin  
E-MAIL: [hmc@micron.net](mailto:hmc@micron.net)

IDAHO STATE BROADCASTERS ASSN. 345-3072  
2419 W. State Street, Suite 5  
BOISE, Idaho 83702  
Executive Director: Connie Searles  
FAX: (208) 343-8046  
WEB SITE: [www.is-ba.org](http://www.is-ba.org)

### WIRE SERVICES

ASSOCIATED PRESS 343-1894  
Capitol Building Basement  
700 W. Jefferson, P.O. Box 1187  
BOISE, Idaho 83701  
Correspondent: Bob Fick  
FAX: (208) 344-0135

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TETON VALLEY NEWS (THURSDAY) 80 East Little Ave. DRIGGS, Idaho 83422 Publisher: Grand Teton News FAX: (208) 354-8621 E-MAIL: tvnews@tetonvalley.net www.GrandTetonLink.com/TetonValleyNews	354-8101	NORTH SIDE NEWS (THURSDAY) P.O. Box 468 JEROME, Idaho 83338 General Manager: Norma DeVoe Editor: Shelley Sturgeon FAX: (208) 324-4904 E-MAIL: mvtrio@northrim.net	324-3391		

GUNFIGHTER (FRIDAY) 366 WG-PA 366, 366 Gunfighter Ave., Ste 314 MOUNTAIN HOME AFB, Idaho 83648-5298 Publisher: Mountain Home News Editor: Rotational FAX: (208) 828-4205 E-MAIL: panews@mountainhome.af.mil WEB SITE: www.mountainhome.af.mil/ wingstaff/pa/pages/newspaper.htm	828-6800	PRIEST RIVER TIMES (WEDNESDAY) P.O. Box 10 PRIEST RIVER, Idaho 83856 General Manager: Terri Ivie News Editor: Marilyn Cork FAX: (208) 448-2938 E-MAIL: jsheidan@cdapress.com	448-2431	LINCOLN COUNTY JOURNAL (THURSDAY) P.O. Box 704 SHOSHONE, Idaho 83352 General Manager: Norma DeVoe Editor: Marsha Hiatt FAX: (208) 886-2740: E-MAIL: mvtrio@northrim.net WEB SITE: www.ridenbaugh.com/mv/	886-2740
MOUNTAIN HOME NEWS (WEDNESDAY) P.O. Box 1330 MOUNTAIN HOME, Idaho 83647 Publisher: Coleen Swenson Editor: Kelly Everitt FAX: (208) 587-9205 WEB SITE: www.mountainhomenews.com	587-3331	REXBURG STANDARD JOURNAL (MONDAY, WEDNESDAY, FRIDAY) P.O. Box 10 REXBURG, Idaho 83440 Publisher: Rich Ballou Editor: Joyce Edlesfen FAX: (208) 356-8312 E-MAIL: sjnews@srv.net	356-5441	CARIBOU COUNTY SUN (THURSDAY) P.O. Box 815 SODA SPRINGS, Idaho 83276 Publisher/Editor: Mark Steele FAX: (208) 547-4422	547-3260
PIPELINE (THURSDAY) P.O. Box 1330 MOUNTAIN HOME, Idaho 83647 Publisher: Coleen Swenson Editor: Kelly Everitt FAX: (208) 587-9205	587-3331	JEFFERSON STAR (WEDNESDAY) P.O. Box 37 RIGBY, Idaho 83442 Publisher: Terry Carr Editors: Terry Carr FAX: (208) 745-8703 E-MAIL: zeeman15@aol.com	745-8701	IDAHO NEWS OBSERVER (WEDNESDAY) P.O. Box 1235 WALLACE, Idaho 83873 Publisher/Editor: Paul Friend FAX: (208) 753-0303	753-0203
LEWIS COUNTY HERALD (THURSDAY) P.O. Box 159 NEZ PERCE, Idaho 83543 Publisher: Patricia Wherry Editor: Steve Wherry E-MAIL: kellyfam@camasnet.com	937-2671	MINIDOKA COUNTY NEWS (WEDNESDAY) P.O. Box 454 RUPERT, Idaho 83350 Publisher: Jay Lenkersdorfer Managing Editor: Judy Albertson FAX: (208) 436-4556 E-MAIL: mcn@safelink.net FREMONT COUNTY 624-4455	436-4201	GLENNS FERRY GAZETTE (TUESDAY) P.O. Box 654 GLENNS FERRY, Idaho 83623 Publisher: Coleen Swenson Editor: Melanie Brown FAX: (208) 366-2452	366-2452
INDEPENDENT ENTERPRISE (WEDNESDAY) P.O. Box 519 PAYETTE, Idaho 83661 Publisher: Eugene Rhinehart Editor: Steve Chapman FAX: (208) 642-3560	642-3357	HERALD-CHRONICLE (MONDAY, WEDNESDAY, FRIDAY) P.O. Box 568 ST. ANTHONY, Idaho 83445 Publisher: Rich Ballou Editor: Joyce Edlesfen FAX: (208) 624-4456 E-MAIL: hcnews@srv.net		GOODING COUNTY LEADER (THURSDAY) 200 Main Street GOODING, Idaho 83330-1186 General Manager: Norma DeVoe Editor: Mary Ann Hagen FAX: (208) 934-8815 E-MAIL: mvtrio@northrim.net	934-4449
IDAHO UNIDOS (FRIDAY) PUBLISHED IN SPANISH 201 S. 10th POCATELLO, Idaho 83201 Publisher: Farhana Hibbert Editor: Monte Hibbert WEB SITE: www.unido.com	234-7383	ST. MARIES GAZETTE RECORD (WEDNESDAY) 610 Main Street ST. MARIES, Idaho 83861 Publisher/Editor: Dan Hammes FAX: (208) 245-4011 E-MAIL: dano@stmariesidaho.com WEB SITE: www.stmariesidaho.com	245-4538	ISLAND PARK NEWS (THURSDAY) P.O. Box 410 ISLAND PARK, Idaho 83429 Publisher: Elizabeth Laden FAX: (208) 558-0269 E-MAIL: ipnews@if.rmci.net WEB SITE: www.islandparknews.com	558-0267
POST FALLS PRESS (THURSDAY) P.O. Box 39 POST FALLS, Idaho 83877 Publisher/Editor: Mike Feiler FAX: (208) 773-7002 E-MAIL: mfeiler@hagadone.com	773-7502	SHELLEY PIONEER (THURSDAY) P.O. Box P SHELLEY, Idaho 83274 Publisher/Editor: Terry Carr FAX: (208) 357-3435 E-MAIL: shelleypioneer@aol.com	357-7661	KUNA MELBA NEWS (WEDNESDAY) P.O. Box 373 KUNA, Idaho 83634 Publisher/Editor: Earl Maggard FAX: (208) 466-8054 E-MAIL: wldhrspub@aol.com kunamelbanews@aol.com	887-3400
PRESTON CITIZEN (WEDNESDAY) P.O. Box 472 PRESTON, Idaho 83263 Publisher: Robert Marshall Editor: Kelly Mickelson FAX: (208) 852-0158 E-MAIL: citizen@idacom.net	852-0155			RECORDER HERALD (THURSDAY) P.O. Box 310 SALMON, Idaho 83467 Publisher/Editor: Ricky G. Hodges FAX: (208) 756-2222	756-2221

WEISER SIGNAL AMERICAN 549-1717  
(MONDAY & WEDNESDAY)  
P.O. Box 709  
WEISER, Idaho 83672  
Publisher: James R. Simpson  
Editor: Rob Ruth  
FAX: (208) 549-1718  
E-MAIL: newsroom@ruralnetwork.net  
WEB SITE: www.ruralnetwork.net/~newsroom

## NEWSPAPERS— COLLEGE/UNIVERSITY

ARBITER 345-8204  
BOISE STATE UNIVERSITY (Wednesday)  
1910 University Drive  
BOISE, Idaho 83725  
Publisher: Boise State University  
NEWS FAX: (208) 426-3198  
ADVERTISING FAX: (208) 426-3884  
E-MAIL: arbiter@boisestate.edu  
WEB SITE: arbiter.boisestate.edu

NIC SENTINEL 769-3388  
NORTH IDAHO COLLEGE (6 issues per  
semester)  
1000 W. Garden  
COEUR D'ALENE, Idaho 83814  
Publisher: North Idaho College  
FAX: (208) 769-3389  
E-MAIL: thesentinel@nic.edu  
WEBSITE: www.nic.edu/sentinel

PATHFINDER 799-2470  
LEWIS-CLARK STATE COLLEGE (Wednesday)  
500 8th Avenue  
LEWISTON, Idaho 83501  
Publisher: Lewis-Clark State College  
FAX: (208) 799-2170  
E-MAIL: pathfind@lcsc.edu  
WEB SITE: www.lcsc.edu/pathfinder

ARGONAUT 885-7825  
UNIVERSITY OF IDAHO (Tuesday & Friday)  
301 Student Union  
MOSCOW, Idaho 83844-4271  
FAX: (208) 885-2222  
E-MAIL: argonaut@uidaho.edu  
WEBSITE: www.argonaut.uidaho.edu

CRUSADER 467-8656  
NORTHWEST NAZARENE UNIVERSITY  
(Tuesday)  
623 Holly or NNU Box C  
NAMPA, Idaho 83686  
Publisher: Associated Students of NNU  
FAX: (208) 467-8468  
E-MAIL: crusader@nnu.edu

EXTRA 282-2246  
IDAHO STATE UNIVERSITY (Thursday)  
P.O. Box 8009  
POCATELLO, Idaho 83209  
Publisher: Morning News  
FAX: (208) 236-4600  
E-MAIL: Xeditor@isu.edu

SCROLL 356-2900  
RICKS COLLEGE (Tuesday)  
525 S. Center  
REXBURG, Idaho 83440  
FAX: (208) 356-2911  
E-MAIL: scrolleditor@ricks.edu  
WEB SITE: www.ricks.edu/Ricks/News/Scroll/  
scrollonline.html

## TELEVISION

KAID/CHANNEL 4 (PBS) 373-7220  
1455 N. Orchard  
BOISE, Idaho 83706-2239  
General Manager: Peter Morrill  
Station Manager: Peter Morrill  
Programming Director: Ron Pisaneschi  
Executive Producer: Bruce Reichert  
FAX: (208) 373-7245  
E-MAIL: idptv@idptv.pbs.org  
WEB SITE: idahoptv.org

KBCI/CHANNEL 2 (CBS) 472-2222  
P.O. Box 2  
BOISE, Idaho 83707  
Station Manager: Jeff Anderson  
Programming Director: Tina Morris  
News Director: Scott Picken  
Assignment Editor: Erica Hill  
Newscast Times: 5:30 a.m., 5:30 and 10:00  
p.m.  
FAX: (208) 472-2211  
WEB SITE: www.2online.com

KNIN/CHANNEL 9 331-0909  
816 W. Bannock, Suite 40  
BOISE, Idaho 83702  
General Manager: Scott Eymer  
FAX: (208) 344-0119

KTVB/CHANNEL 7 (NBC) 375-7277  
P.O. Box 7  
BOISE, Idaho 83707  
General Manager: Doug Armstrong  
Programming/Traffic Manager: Shannon  
Godsey  
News Director: Tracy Brogden  
Assignment Editor: Sharla Arledge  
Newscast times:  
Weekdays: 5:30 a.m., noon, 5:00, 6:00 &  
10:00 p.m.  
Saturday: 8:00 a.m., 5:00, 6:00 & 10:00  
p.m.  
Sunday: 8:00 a.m., 5:00 & 10:00 p.m.  
FAX: (208) 375-7770  
WEB SITE: www.ktvb.com  
Northwest Cable News: 888-847-6926

KIDK/CHANNEL 3 (CBS) 522-5100  
P.O. Box 2008  
IDAHO FALLS, Idaho 83403  
General/Station Mgr/Programming Director:  
Jeff Anderson  
News Director/Assignment Editor: Terry Miller  
Newscast times: 6:00 a.m., 12:00, 6:00 &  
10:00 p.m.  
FAX: (208) 522-5103  
WEB SITE: www.kidk.com

KUID/CHANNEL 12 (PBS) 885-1226  
Radio/TV Center – University of Idaho  
MOSCOW, Idaho 83844-3101  
General/Station Manager: Peter Morrill  
Programming Director: Ron Pisaneschi  
WEB SITE: idahoptv.org

KIVI/CHANNEL 6 (ABC) 381-6600  
P.O. Box 4125  
BOISE, Idaho 83711  
General/Station Manager: David Harbert  
News Director: Denise Vickers  
Assignment Desk Manager - Steve Bertel  
Newscast Times: 6:00 a.m.; 5:00, 6:00 &  
10:00 p.m.  
NEWS FAX: (208) 381-6681

KTRV/CHANNEL 12 (FOX) 466-1200  
MERIDIAN: 888-1200  
679 Sixth Street N. Ext.  
NAMPA, Idaho 83687  
General/Station Manager: Rick Joseph  
Programming Supervisor: Debbie Baylee  
News Director: Thor Wasbotten  
Assignment Editor: Kelly Cross  
FAX: (208) 467-6958  
WEB SITE: www.ktrv.com

KMBA/CHANNEL 19 541-889-6493  
650 College Blvd, Weese Bldg  
ONTARIO, Oregon 97914  
General/Station Manager: Russell Strawn  
FAX: (541) 881-2717  
E-MAIL: kmba@mailman.tvcc.cc.or.us

KIFI/CHANNEL 8 (ABC) 525-8888  
P.O. Box 2148  
IDAHO FALLS, Idaho 83403  
General/Station Manager: Rickie Brady  
Programming Director: Kathy Walden  
Assignment Editor: Curtis Jackson  
Newscast Times: 6:00 a.m., 12  
noon, 5:00, 6:00, 10:00 & 10:35 p.m.  
FAX: (208) 529-2443  
E-MAIL: news@localnews8.com  
WEB SITE: www.localnews8.com

KIDK/CHANNEL 3 (CBS) 233-3333  
P.O. Box 33  
POCATELLO, Idaho 83204  
General/Station Manager: Jeff Anderson  
News Director/Assignment Editor: Terry Miller  
Pocatello Correspondent: Naj Alikhan  
Pocatello Sales Manager: Steve Ryan  
Newscast Times: 6:00 a.m., 12 noon, 6:00 &  
10:00 p.m.  
FAX: (208) 233-3337  
WEB SITE: www.eastidaho.com

KIFI/CHANNEL 8 (ABC) 233-8888  
150 S. Main  
POCATELLO, Idaho 83204  
Station Manager: Mark Danielson  
General Manager: Rickie Brady  
Programming Director: Kathy Walden  
News Director: Mark Danielson  
Assignment Editor: Curtis Jackson  
Pocatello Bureau Chief: Keith Frank  
Newscast Times: 6:00 a.m., 12 noon, 5:00, 6:00, 10:00 & 10:30 p.m.  
FAX: (208) 233-8932  
E-MAIL: news@localnews8.com  
WEB SITE: www.localnews8.com

KISU/CHANNEL 10 (PBS) 800 543-6868  
1550 E. Terry, Room 104  
POCATELLO, Idaho 83209  
General Manager: Peter Morrill  
Programming Coordinator: Ron Pisaneschi  
News Director: Bruce Reichert  
FAX: (208) 282-2848  
WEB SITE: idahoptv.org

KPVI/CHANNEL 6 (NBC) 232-6666  
902 E. Sherman  
POCATELLO, Idaho 83201  
General/Station Manager: Bill Fouch  
Programming Director: Dottie Diaz  
News Director/Assignment Editor: Dan Burns  
Newscast Times: 6:00 a.m., 5:00, 6:00 & 10:00 p.m.  
FAX: (208) 234-3650

KMVT/CHANNEL 11 (CBS) 733-1100  
1100 Blue Lakes Blvd. North  
TWIN FALLS, Idaho 83301  
General/Station Manager: Lee Wagner  
Programming Director: George Brown  
Assignment Editor: Charles Lemmon  
Newscast Times: 5:00, 6:00 & 10:00 p.m.  
NEWS ROOM: 733-6407  
FAX: (208) 733-4649  
WEB SITE: www.kmvt.com

KTFT NBC 38 734-5525  
834 Falls Ave  
TWIN FALLS, Idaho 83301  
Station Manager: Jim Boud  
FAX: (208) 734-3981

KXTF/CHANNEL 35 (FOX) 733-0035  
1061 Blue Lakes Blvd. North  
TWIN FALLS, Idaho 83301  
General/Station Manager: Bill Fouch  
Programming Director: Sandy Swartz  
FAX: (208) 733-0160

KDID/CHANNEL 55 (PAX) 734-5525  
KTWT / UPN 43  
450 Falls Avenue  
PO Box 5579  
TWIN FALLS, Idaho 83301  
General/Station Manager: Bill Mogensen  
FAX: (208) 736-4512  
E-MAIL: kdid@link.com

KSVT/CHANNEL 13 (LPTV Channel 20) 788-4504  
KSVX/CHANNEL 14 (LPTV Channel 18)  
P.O. Box 1568  
SUN VALLEY, Idaho 83353  
Station Manager: Kent Stevens  
FAX: (208) 788-4444  
E-MAIL: svtv@sunvalley.net

KLEW/CHANNEL 3 (CBS) 746-2636  
2626 17th Street  
LEWISTON, Idaho 83501  
General/Station Manager: Fred Fickenwirth  
Programming Director: Stu Seibel  
News Director/Assignment Editor: Mary Beth Walker  
Newscast Times: 6:00 & 11:00 p.m.  
FAX: (208) 746-4819  
WEB SITE: www.klewte.com

## RADIO

KECN-AM-690 KLCE-FM-97.3 523-3722  
KCVI-FM-101 KOSZ-FM-105.5  
KFTZ-FM-103.3 ESPN-1620  
P.O. Box 699  
BLACKFOOT, Idaho 83221  
General Manager: Marathon Media  
News Director: Jerry Miller  
FAX: (208) 785-0184  
WEB SITE: www.kftz.com

ARROW-FM-103.3 KIDO-AM-630 344-6363  
KCIX-FM-105.9 KXLT-FM-107.9  
KF XD-AM-580 KL TB-FM-104.3  
1109 Main Street, Suite 570  
BOISE, Idaho 83702  
Station Manager: Dick Lumenello  
News Director: Bill Scott  
FAX: (208) 385-9064  
NEWS FAX: (208) 344-1134  
WEB SITES: KIDO: www.kido.net; KL TB: www.kool104.com  
KAROW: www.arrow103.com

BOISE STATE RADIO 426-3663  
NEWS DEPARTMENT 344-3961  
KBSU-AM-730 KBSW-FM-91.7 (Twin Falls)  
KBSU-FM-90.3 KBSM-FM-91.7 (McCall)  
KBSX-FM-91-5 KBSY-FM-88.5 (Burley)  
Statehouse News Bureau – BSU Radio  
700 W. Jefferson  
BOISE, Idaho 83720  
General Manager: Jim Paluzzi  
Statehouse Bureau Chief: Steve Jess/344-3961  
NEWS FAX: (208) 334-4080  
PSA FAX: (208) 736-2188  
E-MAIL: newsroom@news91.state.id.us  
WEB SITE: radio.boisestate.edu

CSI CAMPUS 888-859-5279  
P.O. Box 1238  
TWIN FALLS, Idaho 83303  
Station Manager: Don Wimberly

KSPD-AM-790 KBXL-FM-94.1 377-3790  
1477 S. Five Mile Rd  
BOISE, Idaho 83709  
General/Station Manager: Lee Schafer  
FAX: (208) 377-3792  
E-MAIL: kbxl\_kspd@integrityonline4.com

KGEM-AM-1140 KCID-FM-107.1 344-3511  
KQXR-FM-100.3 KJOT-FM-105.1  
KRVB-FM-94.9  
5601 Cassia  
BOISE, Idaho 83705  
General/Station Manager: Bob Rosenthal  
FAX: (208) 336-3264  
WEB SITE: www.j105.com

KTIK-AM-1350 377-5845  
251 S. Capital, 4th Floor  
BOISE, Idaho 83702  
General Manager: Jeff Caves  
FAX: (208) 375-9248  
WEB SITE: www.ktik.com

KTSY-FM-89.5 459-5879  
16115 S. Montana Avenue  
CALDWELL, Idaho 83607  
General/Station Manager: Mike Agee  
Program Director: Ty McFarland  
FAX: (208) 459-3144  
E-MAIL: ktsy@ktsy.org  
WEB SITE: www.ktsy.org

KVNI-AM-1080 KHTQ-FM-94.5 664-9271  
P.O. Box 308  
COEUR D'ALENE, Idaho 83816  
General Manager: Chris Garras  
News Director: Dick Haugen  
Operations/Sales Manager: Tery Garras  
FAX: (208) 667-0945  
WEB SITE: www.khtq.com

KMXM-FM-100.7 735-1101  
21631 Hwy 30  
TWIN FALLS, Idaho 83301  
General/Station Manager: Jerry Fender  
FAX: (208) 733-4196

KORT-AM-1230 KORT-FM-92.7 983-1230  
P.O. Box 510  
GRANGEVILLE, Idaho 83530  
General/Station Manager: Melinda Fischer  
News Director: Brian Danner  
FAX: (208) 983-2744  
E-MAIL: kort@novaquest.net

KECN-AM-690 KLCE-FM-97.3 523-3722  
KCVI-FM-101 KOSZ-FM-105.5  
KFTZ-FM-103.3 ESPN-1620  
P.O. Box 1805  
IDAHO FALLS, Idaho 83403  
General Manager: Marathon Media  
News Director: Brad Collins  
FAX: (208) 525-2575  
WEB SITE: www.kftz.com

KGTM-FM-98.1 529-6926  
 228 1st Street  
 IDAHO FALLS, Idaho 83402  
 General/Station Manager: Chris Ackerman  
 FAX: (208) 529-6927

KID-AM-590 KID-FM-96.1 524-5900  
 1655 S. Woodruff  
 IDAHO FALLS, Idaho 83404  
 General/Station Manager: Tim Murphy  
 News Director: Bob Ziel  
 FAX: (208) 522-9696

KUPI-AM-980 KUPI-FM-99.1 522-1101  
 854 Lindsay Blvd  
 IDAHO FALLS, Idaho 83402  
 General/Station Manager: Jim Garshow  
 News Director: John Balginy  
 FAX: (208) 522-6110  
 E-MAIL: kupi@kupi.com  
 WEB SITE: www.kupi.com

KART-AM-1400 KMXV-FM-102.9 324-8181  
 47 N. 100 W.  
 JEROME, Idaho 83338  
 General/Station Manager: Kent Lee  
 News Director: Carla Cuhna  
 FAX: (208) 324-7124  
 E-MAIL: kmvx@rmci.net  
 WEB SITE: www.mix103kmvx.com

KSKI-FM-103.7 KECH-FM-95.3 726-5324  
 P.O. Box 2158  
 KETCHUM, Idaho 83340  
 General/Station Manager: Scott Parker  
 News Director: Gary Stivers  
 FAX: (208) 726-5459  
 E-MAIL: kech@micron.net  
 WEB SITE: www.kski.com  
 www.kech95.com

KIKX-FM-104.7 735-0100  
 OR 888-735-0100  
 21361 Hwy 30  
 TWIN FALLS, Idaho 83301  
 General/Station Manager: Jerry Fender  
 FAX: (208) 733-4196

KOZE-AM-950 KOZE-FM-96.5 743-2502  
 P.O. Box 936  
 LEWISTON, Idaho 83501  
 General/Station Manager: Mike Ripley  
 News Director: Jason Ford  
 FAX: (208) 743-1995  
 E-MAIL: koze@lewiston.com WEB SITE:  
 www.koze.com

KRLC-AM-1350 KMOK-FM-106.9 746-5056  
 KVTY-FM-105.1  
 805 Stewart Avenue  
 LEWISTON, Idaho 83501  
 General Manager: Robert Prasil  
 News Director: John Thomas  
 FAX: (208) 743-4440  
 E-MAIL: krlc@hibek.net

KMCL-AM-1240 KMCL-FM-101.1 634-4777  
 P.O. Box 813  
 MCCALL, Idaho 83638  
 General/Station Manager: David Eaton  
 FAX: (208) 634-3059  
 E-MAIL: mcrradio@ctcweb.net

KVSI-AM-1450 847-1450  
 P.O. Box 340  
 MONTPELIER, Idaho 83254  
 General/Station Manager: Keith Martindale  
 News Director: Keith Martindale  
 FAX: (208) 847-1451  
 E-MAIL: kvsi@directinter.net

KRPL-AM-1400 KZFN-FM-106.1 882-2551  
 P.O. Box 8849  
 MOSCOW, Idaho 83843  
 General/Station Manager: Dennis Deccio  
 News Director: Larry Ayer  
 FAX: (208) 883-3571  
 WEB SITE: www.zfun106.com

KUOI-FM-89.3 885-6433  
 S.U.B., University of Idaho  
 MOSCOW, Idaho 83844-4272  
 FAX: (208) 885-2222  
 WEB SITE: www.kuoi.com

KSRV-AM-1380 KSRV-FM-96.1 541-889-8651  
 P.O. Box 129  
 ONTARIO, Oregon 97914-0129  
 General/Station Manager: Dan Walker  
 News Director: Gene Hayes  
 Program Director (KSRV AM): Carl Follick  
 FAX: (541) 889-8733  
 E-MAIL: news@ksrv.com  
 WEB SITE: www.ksrv.com

KLER-AM-1300 KLER-FM-95.3 476-5702  
 P.O. Box 32  
 OROFINO, Idaho 83544  
 General/Station Manager: Jeff Jones  
 News Director: Jason Ford  
 FAX: (208) 476-5703  
 E-MAIL: klerorofino@clearwater.net

KWAL-AM-620 752-1141  
 P.O. Box U  
 OSBURN, Idaho 83849  
 General/Station Manager: Paul Robinson  
 News Director: John Davis  
 FAX: (208) 753-5111  
 E-MAIL: kwalradio@nidlink.com

KIOV-AM-1450 642-1400  
 1406 E. 1st Street, Ste 107  
 MERIDIAN, Idaho 83642  
 Office Manager: Dave Combs  
 News Contact: Ralph Smith  
 FAX: (208) 855-0299  
 E-MAIL: news@kiov.com  
 WEB SITE: www.kiov.com

KWIK-AM-1240 233-1133  
 KLLP-FM-98.5 KPKY-FM-94.9  
 P.O. Box 998  
 POCATELLO, Idaho 83204  
 General/Station Manager: Tim Murphy  
 News Director: Neal Larson  
 FAX: (208) 232-1240  
 E-MAIL: news1240@yahoo.com  
 WEB SITE: kpky.cc 985klite.cc  
 newsradio1240.cc

KOUU-AM-1290 KZBQ-FM-93.7 234-1290  
 KORR-FM-104  
 P.O. Box 97  
 POCATELLO, Idaho 83204  
 General/Station Manager: Paul E. Anderson  
 News Director: Paul E. Anderson  
 FAX: (208) 234-9451

KACH-AM-1340 852-1340  
 1133 E. Glendale Rd  
 PRESTON, Idaho 83263  
 General/Station Manager: Alan White  
 News Director: Alan White  
 FAX: (208) 852-1342  
 E-MAIL: kach@nstep.net  
 WEB SITE: www.nstep.net/kach

KADQ-FM-94.3 356-7323  
 P.O. Box 66  
 REXBURG, Idaho 83440  
 General/Station Manager: Dave Plourde  
 News Director: Dave Plourde  
 FAX: (208) 356-7324  
 E-MAIL: kadq@cyberhighway.net

KRIC-FM-100.5 356-2907  
 Spori Bldg., Ricks College  
 REXBURG, Idaho 83460  
 General/Station Manager: James Clark  
 News Director: Mark Bailey  
 FAX: (208) 356-2911  
 E-MAIL: kric@ricks.edu

KRXX-AM-1230 356-3651  
 341 1500 North  
 REXBURG, Idaho 83440  
 General/Station Manager: Polo Yanez  
 News Director: Polo Yanez  
 FAX: (208) 359-1581

KFTA-AM-970 436-4757  
 KBAR-AM-1230 KZDX-FM-99.9 678-2244  
 120 South 300 West  
 RUPERT, Idaho 83350  
 General/Station Manager: Kim Lee  
 News Director: Ben Reed  
 E-MAIL: trimark@pmt.org

KKIC-AM-950 KJOY-FM-101.9 322-3437  
 KGZH-FM-98.7  
 P.O. Box 1600  
 NAMPA, Idaho 83653  
 General/Station Manager: Steve Sumner

KTFI-AM-1270 733-1270  
 21361 Hwy 30  
 TWIN FALLS, Idaho 83301  
 General/Station Manager: Larry & Stephanie Johnson  
 FAX: (208) 733-4196  
 WEB SITE: www.impactradio.com

KMHI-AM-1240 KTPZ-FM-99.1 587-8424  
 P.O. Box 704  
 MOUNTAIN HOME, Idaho 83647  
 Owner: Wendall Starke  
 General Manager: Susan D. Myers  
 News Director: Alvin Powers  
 FAX: (208) 587-8425  
 E-MAIL: kmhi@mhicom.net  
 WEB SITE: www.impactradio.com

KRTK-AM-1490 237-9500  
 1633 Olympus Dr.  
 POCATELLO, Idaho 83204  
 FAX: (208) 237-4600  
 KKMV-FM- 92.5  
 120 S. 300 W.  
 RUPERT, Idaho 83350  
 General/Station Manager: Kim Lee  
 News Director: Ben Reed  
 Operations Manager: Charlie Michaels  
 FAX: (208) 436-3050  
 E-MAIL: trimark@pmt.org

KSRA-AM-960 KSRA-FM-92.7 756-2218  
 315 Highway 93 North  
 SALMON, Idaho 83467  
 General/Station Manager: Todd Nelson  
 News Director: Leslie Shumate  
 FAX: (208) 756-2098  
 E-MAIL: ksra@dmi.net

KBFI-AM-1450 KSPT-AM-1400 265-8255  
 REAL COUNTRY K102 (KIBR) 263-2179  
 KPND-FM-95.3 265-4395  
 327 Marion Avenue  
 SANDPOINT, Idaho 83864  
 General/Station Manager: Bob Witte  
 News Director: Mike Brown  
 NEWS FAX: (208) 263-7945

KBRV-AM-790 KFIS-FM-100.1 547-4012  
 KFIS-FM-95.3  
 P.O. Box 777  
 SODA SPRINGS, Idaho 83276  
 General/Station Manager: Doug Mathis  
 News Director: Doug Mathis

KEFX-FM-88.9 734-2049  
 KAWZ-FM-89.9 734-4357  
 P.O. Box 271  
 TWIN FALLS, Idaho 83303  
 General/Station Manager: Mike Kestler  
 FAX: (208) 736-1958

KCIR-FM-90.7 734-5777  
 1446 Filer Avenue East  
 TWIN FALLS, Idaho 83301  
 General/Station Manager: Duane Luchsinger  
 News Director: Duane Luchsinger

KLIX-AM-1310 KLIX-FM-96.5 733-1310  
 KEZJ-FM-95.7 733-7512  
 P.O. Box 1259  
 TWIN FALLS, Idaho 83303  
 General/Station Manager: Terry Tario  
 Program Director: Brad Weiser  
 News Director: Suzanne Jusst  
 FAX: (208) 733-7525  
 E-MAIL: idahotoday@magiclink.com

KWYS-AM-920 406-646-7361  
 P.O. Box 9  
 WEST YELLOWSTONE, Montana 59758  
 Operations Manager: Kelly Beckstad  
 News Director: Mark Hainsworth  
 FAX: (406) 646-7362  
 WEB SITE: www.kwys.com

KOFE-AM-1240 245-1240  
 P.O. Box 278  
 ST. MARIES, Idaho 83861  
 General Manager: Frank Janda  
 Program Director/Office Manager: Sherry Janda  
 FAX: (208) 245-6525  
 WEB SITE: www.koferadio.com

KSEI-AM-930 KMGI-FM-102.5 233-2121  
 P.O. Box 40  
 POCATELLO, Idaho 83204  
 General/Station Manager: Niel Maberry  
 BUSINESS FAX: (208) 234-7682

KMJY-AM-700 KMJY-FM-104.9 437-5700  
 Highway 41  
 OLDTOWN, Idaho 83822  
 General/Station Manager: Chris Gilbreth  
 chris@kmjy.com  
 Station Manager: Lyle Dodge lyle@kmjy.com  
 FAX: (208) 437-5887  
 E-MAIL: kmjy@kmjy.com  
 WEB SITE: www.kmjy.com

KBOI-AM-670 KIZN-FM-92.3 336-3670  
 KKGL-FM-96.9 KQFC-FM-97.9  
 KZMG-FM-93.1  
 Newslines 336-1821  
 P.O. Box 1280  
 BOISE, Idaho 83701  
 General/Station Manager: Monty Ivey  
 FAX: (208) 336-3734  
 NEWS FAX: (208) 336-3735  
 WEB SITES: www.kboi.com; www.kizn.com;  
 www.kzmg.com  
 www.98kqfc.com; www.96-9eagle.com

KBFI-AM-1450 267-5593  
 7147 1st  
 BONNERS FERRY, Idaho 83805  
 General/Station Manager: Bob Witte  
 News Director: Mike Brown  
 NEWS FAX: (208) 263-7945

KATW-FM-101.5 743-6564  
 403 C St.  
 LEWISTON, Idaho 83501  
 General Manager: Mark Bolland  
 News Director: Shain Bolland  
 FAX: (208) 798-0110  
 WEB SITE: www.catfm.com

KEZQ-FM-92.9 KWYS-FM-102.9 535-0704  
 REQUEST LINE 524-4184  
 325 River Park Way  
 IDAHO FALLS, Idaho 83402  
 General Manager: Kelly Beckstead  
 Operations Manager: Charlene Parker – KEZQ  
 Mark Weaver – KWYS  
 FAX: (208) 535-0761  
 WEB SITE: kwys.com

KBGN-AM-1060 459-3635  
 3303 East Chicago  
 CALDWELL, Idaho 83605  
 General/Station Manager: Nelson M. Wilson  
 News Director: Marnie Fillmore  
 E-MAIL: kbgn@kbgnradio.com  
 WEB SITE: www.kbgnradio.com

KWEI-AM-1260 KWEI-FM-99.5 367-1859  
 (SPANISH)  
 P.O. Box 45234  
 BOISE, Idaho 83704  
 General/Station Manager: Randy Williamson  
 News/Program Director: Ricardo Quilantan  
 FAX: (208) 383-9170  
 WEB SITE: www.kweispanishradio.com

## RADIO BROADCAST NETWORKS

IDAWEST BROADCAST SERVICES 472-2277  
 Traffic, Weather, News  
 111 Auto Drive, Suite 201  
 BOISE, Idaho 83709  
 Operations Manager: Bill Bailey  
 FAX: (208) 472-2278  
 E-MAIL: bbailey@idawest.com  
 WEB SITE: www.idawest.com

NORTHERN ROCKIES  
 NEWS SERVICE 342-8213  
 News  
 2700 Hillway Dr.  
 BOISE, Idaho 83702  
 General Manager: Lark Corbeil  
 FAX: (208) 293-5759  
 E-MAIL: lark@rmci.net